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MEMORANDUM FOR: Deputy Director for Administration

FROM : Harry E. Fitzwater
Director of Training

SUBJECT : Centralization of Agency Television Assets

1. The effective development and exploitation of the television medium within the Agency has been a matter of concern for several years. Discussion of the matter has included the suggestion that a central television facility would be an important step in achieving this objective. This memorandum outlines the OTR position regarding that suggestion.

STATINTL

2. In September 1974, Mr. [REDACTED] a recent retiree, prepared a thoughtful paper on the centralization of Agency television activities. The gist of that paper, although in some instances overtaken by subsequent developments and changes in terminology, reflects in large measure the current OTR view on the subject. Therefore, it is attached to this memorandum.

3. Establishing a central television facility does make sense, but total centralization does not represent a practical solution to meeting all of the various needs within the Agency. It would certainly be desirable to establish a central source of guidance and control that would function along the lines described in Paragraph 6.b. of the attached memorandum. Presumably, a central facility would also represent the Agency's most professional and versatile television production capability. In this regard, possible application of the videodisc comes to mind as well as potential applications of television to various communications objectives of major Agency components. Improved reproduction, distribution, and storage of the product could also be achieved.

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4. A central television facility would apparently increase efficiency in many respects and, simply put, enable the Agency to do some things much better. Large production work, including that requiring more sophisticated treatment, could be handled best by such a facility. However, the need would still remain for comparatively heavy and routine users of television, such as OTR, to maintain a smaller scale capability to meet daily needs for support and to handle more modest production requirements. Such a capability is required in order to handle our close support instructional television needs, especially in view of our physically separate training locations. Keeping unnecessary duplication of effort and assets in mind, the maintenance of a television capability in OTR should be viewed as an auxiliary or supplement to a central unit in order to meet our unique requirements.

5. As our Instructional Development Branch becomes more firmly established, an increasing and more effective use of television in training is expected. Greater use of this medium in tutorial instruction is also expected in view of the need to prepare nonofficial cover and other operational personnel more securely for their assignments. This type of training, whether conducted in this country or overseas, would include methods and techniques similar to those used by the Office of Communications.

6. In view of increasing requirements in this Office, our television capability is being examined at this time. I recently directed the Chief of the Training Services Staff to identify further our objectives and requirements in this area, and to identify options regarding the most effective use of our limited staff and facilities in the Chamber of Commerce Building and the [REDACTED]. Options with respect to color television production also were to be identified and examined. With respect to color television, our position differs with the view expressed in the attached memorandum. Public orientation toward color television and its greater effectiveness in comparison to the black and white product, argues strongly for its utilization in any Agency facility. In conducting the survey we are, of course, in close touch with other television facilities, such as in the Office of Communications.

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Harry E. Fitchwater